

PRESS RELEASE

Official visit of Moroccan Water Minister Charafat Afailal El Yedri at the World Water Council

Marseille, 6 June 2014, WWC headquarters - Mrs Charafat Afailal El Yedri, Minister Delegate to the Minister of Energy, Mines, Water and Environment in charge of water met with M. Benedito Braga, President of the World Water Council.

This meeting was to work on the preparation of the 7th World Water Forum, and particularly on the international roll-out of the King Hassan II Great World Water Prize, one of the world's highest distinctions in the water sector. This Prize rewards excellence in "Cooperation and sound management in the development and use of water resources" and the 2015 edition focusses on "Innovation for access to Water and Energy". The winner will be granted a US\$100,000 award (approx. 75 000 €).

"I am honored to be at the World Water Council today in Marseille with president Benedito Braga, in the framework of the preparation of the 7th World Water Forum, to set up and deploy together at global level the King Hassan II Great World Water Prize. This Prize reveals the experience of the Kingdom of Morocco in the water sector, and particularly regarding dams and reservoirs policy. It also honors the strategic vision of his Majesty King Hassan II of Morocco in terms of protection and sustainable management of water resources.

Together with the Council, through this Prize, we wish to promote outstanding contributions, may they be scientific or why not political, in the field of water management, development and use of water resources" says Mrs Charafat Afailal El Yedri. "Beyond this meeting, I am pleased to welcome again president Braga in October in Morocco, in order to inspire the youth."

"More than historical, the links between the World Water Council and the Kingdom of Morocco are deep and special. Our very first World Water Forum was indeed in Marrakech in 1997. It was not only the start of a fabulous adventure but also the place, with the Declaration of Marrakech, where the Council received the mandate to develop the World Water Vision for Life and Environment for the 21st Century," says Mr. Braga, president of the World Water Council. " highly appreciating the outstanding and renewed commitment of the Kingdom of Morocco, I am honored to have the Grand Prize at the Opening Ceremony of next World Water Forum in Daegu, 12 April 2015."

About the World Water Council

The World Water Council is an international organization that aims at promoting awareness, building political commitment and triggering action on critical water issues by bringing people together, through active hydro-politics, and serving as linkage between stakeholders and decision-makers.

The World Water Council, which has its headquarters in Marseille, France, was created in 1996. It brings together around 300 member organizations from more than 50 different countries.

It represents a multi-stakeholder water community including representatives from intergovernmental organizations, national governments, business sector, NGOs and water users associations, and academia.

Every three years, the World Water Council organizes the World Water Forum in close collaboration with the authorities of the host country. More than 20,000 stakeholders and decision makers from over 140 countries attended the latest edition, in a joint effort to build strong political commitment. The Council catalyzes collective action in between each World Water Forum and guarantees continuity and success from one edition to another. More: www.worldwatercouncil.org

About the Kingdom of Morocco

Protecting water resources was a National Priority for the Kingdom of Morocco long before Millennium Development Goals and the sustainable development approach. Among many other projects, the country elaborated its policy for dams and reservoirs aiming to secure the country's water supply and contribute to its food security, and to its economic and social development.

Today, under the leadership of His Majesty King Mohamed VI, the Kingdom of Morocco is developing integrated water resources management policies and implementing innovative and alternative technologies. Morocco is about to overcome its challenges due to water scarcity, increase of the water demand, and the protection of the environment.

As a key player in customizing solutions and thought leadership, Morocco has developed North-South and more recently South-South cooperation efforts, offering its expertise and experience to close partners in water resources mobilization, water efficiency (drip irrigation system) and the development of alternative technologies (sea-water desalination, treated wastewater reuse...).

Building on its political achievements and international outreach, Morocco had the privilege of hosting the very first World Water Forum in 1997 in Marrakech. The Forum is now considered as the world's largest water event gathering the international community. Since then, Morocco has participated in all of the Forum's following editions.

About the 7th World Water Forum - "Water for our future" - Daegu & Gyeongbuk, Republic of Korea, 12-17 April 2015

The 7th edition of the world's largest water event will gather participants from the international water community: academics, research institutions, enterprises, professional networks, governments and policy-makers, IGOs and NGOs, as well as representatives from various fields such as agriculture, food or energy. The 7th World Water Forum will focus on the implementation of the solutions that were identified during the 6th edition (Marseille, France, 2012). The legacy the 7th World Water Forum will therefore include: Moving from Solutions to Implementation ; Bridging the Platform of Science & Technology to Water Issues ; Contributing to the Sustainable Development Goals (SDGs).

Necessitating two years of collaborative preparation with stakeholders from around the world, the Forum consists of 4 preparatory processes within a common framework, so as to catalyze collective action and positive change. These processes are Regional, Political, Thematic as well as Science and Technology. The Thematic process, overarching backbone of the Forum, is built according to 4 goals and tools:

1. Water Security for All
2. Water for Development and Prosperity
3. Water for Sustainability: Harmonizing Humans and Nature
4. Constructing Feasible Implementation Mechanisms

The 7th World Water Forum will also be composed of cultural events, water co-located events, a water exhibition, and a Citizen's Forum, including a Youth and Children's Forum, to raise citizens' awareness in favor of water.

The 7th World Water Forum is jointly organized by the World Water Council and the Republic of Korea together with the city of Daegu and the Province of Gyeongbuk.

More: <http://eng.worldwaterforum7.org/en>

7th World Water Forum press contact: Sue Jeong Davis - media@worldwaterforum7.org Tel +82-2-6009-9444

Press Contact:

For photos or more information, please contact at the World Water Council Carole Schaal Cornillet
c.schaal@worldwatercouncil.org

Tel. +33 4 91 99 41 05 *or* 00